REMARKS

Claims 1–21 were pending in the application. Claims 1-21 have been canceled herein. Claims 22-37 have been added. Upon entry of this amendment, claims 22-37 will be pending.

Claims 14 – 17 were rejected under 35 U.S.C. §102(e) as anticipated U.S. Patent No. 5,970,478 to Walker et al. ("Walker '478"). Claims 1 – 13 and 18 – 21 were rejected under 35 U.S.C. §103(a) as unpatentable over Walker '478 in view of U.S. Patent No. 6,434,534 ("Walker '534"). Upon entry of this amendment canceling claims 1-21, however, these rejections are rendered moot.

Walker '478 fails to disclose each and every limitation of claims 22-37. Walker '478 allows an existing credit card customer to select new credit card parameters, including interest rate, credit limit, and monthly minimum payment. See, e.g., col. 5, lines 41-46. Walker '478 then calculates a price for the new credit card based on those selected parameters. See, e.g., col. 6, lines 48-57. The price is a cash amount that the customer must pay in order to obtain the new credit card. For example, a customer who wants to lower his interest rate by 2%, and who carries an average balance of $500, and who has an expected customer life of 3 years, needs to pay $30. See col. 6, line 66 - col. 7, line 3. As a result, Walker '478 fails to disclose "automatically adjusting, by the computer, an annual percentage rate of the credit account based upon the user's selection of the reward feature; … automatically adjusting, by the computer, the annual percentage rate of the credit account based upon the user's selection of the account based service," as recited in claim 22, and "automatically adjusting, by the computer, an annual percentage rate or a credit limit of the first account based service based upon the user's selection to modify the first feature of the first account based service; … automatically adjusting, by the computer, an annual percentage rate or a credit limit of the first account based service based upon the user's selection to modify the second feature of the first account based service," as recited in claim 29.

Walker '534 fails to cure the deficiencies of Walker '478. The Examiner appears to cite Walker '534 for the proposition that rewards are available with credit cards. See, e.g., col. 6, lines 46-56. But Walker '534 does not automatically adjust the interest rate or the credit line of the card based upon the selection of a reward or other feature. Walker '534's customization of a reward is distinct from the customization of a credit card having a reward. In one example,

Walker '534 recites that upon reaching a certain performance target, an account can be updated to reflect a reward. But in that instance, the reward is implemented in establishing a credit account, as recited in the claims.

Therefore, Walker '478 and Walker '534, alone or in combination, fails to teach each and every element of the claims, and it is respectfully requested that the rejection be withdrawn.

CONCLUSION

The undersigned representative respectfully submits that this application is in condition for allowance, and such disposition is earnestly solicited. If the Examiner believes that the prosecution might be advanced by discussing the application with the undersigned representative, in person or over the telephone, we welcome the opportunity to do so. In addition, if any additional fees are required in connection with the filing of this response, the Commissioner is hereby authorized to charge the same to Deposit Account No. 19-3140.

Respectfully submitted,

Dated: June 24, 2011   By: / Eric Sophir, Reg. No. 48,499/

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